

**REMARKS/ARGUMENTS**

This Amendment is being filed in response to the Office Action dated April 30, 2009. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 4-6, 12, and 16-31 are pending in the Application. Claims 4, 16 and 26 are independent claims.

In the Office Action, claims 4-6, 12, and 16-31 are rejected under 35 U.S.C. §103(a) over U.S. Patent No. 6,331,972 to Harris ("Harris") in view of U.S. Patent No. 5,715,416 to Baker ("Baker"). These rejections are respectfully traversed. It is respectfully submitted that claims 4-6, 12, and 16-31 are allowable over Harris in view of Baker for at least the following reasons.

Harris shows system for personalizing an electronic device through a personal area network (see, Harris, abstract). The application of the electronic device is configured based on handshaking messages between the controlled object and the controller (see, Harris, FIG. 21). Regardless of what the Office Action identifies as Harris showing recognizable icons related to the controlled object, an assertion that is not supportable since it clear that none of the icons 311 shown in FIG. 20 are separately

identifiable other than the indication pointing to the objects and identifying all icons as "icons 311" using indicating lines that are exactly the same as every other identifying line for every other identified object within each of the figures of Harris, and regardless of whether the icons of the present system or merely "design choices", a position proposed by the Office Action, but which is respectfully refuted by the Applicants since the icons of the present system provide advantages not disclosed or suggested by the system of Harris as discussed in the present application, namely a "free-styling of the items makes recognizing easier for little children and other categories of people" (see, present application, page 2, lines 3-4) and "a recognizable" shape that is closely associated with the object that evokes the shape (see, present application, FIG. 1 and page 2, lines 28-30), nonetheless, even if the position of the Office Action is accepted in arguendo, Harris is still seriously deficient in relating to the pending claims.

Baker provides a pictorial user interface for accessing information in an electronic file system and provides a pictorial image which is linked to a file directory and which identifies the file directory (see, Baker, abstract). However, Baker is deficient

in having icons, animated or otherwise which are readily identifiably linked to the controller since Baker describes the controller as simply "a button based input device such as a game pad controller device" (see, Baker, col. 10, lines 2-3), nonetheless, Baker has additional similar deficiencies as Harris, even though Baker describes animated characters wherein "different operating system actions are represented by different animations which are accompanied by sound output and the animations and sound are metaphorical of the operating system actions." (See, Baker, col. 9, lines 49-51.)

It is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Harris and Baker, both individually and in combination. For example, Harris and Baker, both individually and in combination do not teach, disclose or suggest, a method that amongst other patentable elements, comprises (illustrative emphasis added) "presenting to a user an icon that is representative of the item and an associated service field at the host in response to the identity information, the icon being movable within the service field based on actions by the user to facilitate interaction with the service field including an interaction point related to the service field and the user

interaction, and transmitting information based on the interaction from the host to the item including the interaction point, for storage at the item" as recited in claim 4, and as similarly recited in each of claims 16 and 26. While Harris shows icons and stored device commands, Baker merely shows animations which identify file directories and are related metaphorically to the operating system actions.

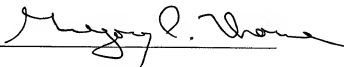
Based on the foregoing, the Applicants respectfully submit that independent claims 4, 16 and 26 are patentable over Harris and Baker and notice to this effect is earnestly solicited. Claims 5-6, 12, and 17-31 respectively depend from one of claims 4, 16, and 26 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position,

should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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